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Initial and Supplemental Proposals awarded to Nebraska Public Service Commission (PSC) from the U.S. Department of Commerce National Telecommunications and Information Administration (NTIA). NTIC, UNL, DED and the AIM Institute are cooperatively leading the broadband planning efforts.





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Let's Talk About Broadband – Results from UNL Broadband Survey

2012 League of Municipalities Fall
Conference

*Presented by Becky Vogt and Charlotte Narjes
UNL Center for Applied Innovation*



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About the Nebraska Broadband Initiative

Broadband is a foundation for economic growth, job creation, global competitiveness and a better way of life.

broadband.nebraska.gov



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Goals of this initiative include:

- Increase adoption and utilization of broadband
- Develop regional broadband plans
- Increase understanding of importance of broadband as a foundation of economic growth



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League Broadband Survey

- Insight - how city governments are using technology
- Identify barriers in adopting broadband
- Help identify educational opportunities to better utilize
- Establish benchmarks
- Perceptions of how community is utilizing broadband



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League Broadband Survey

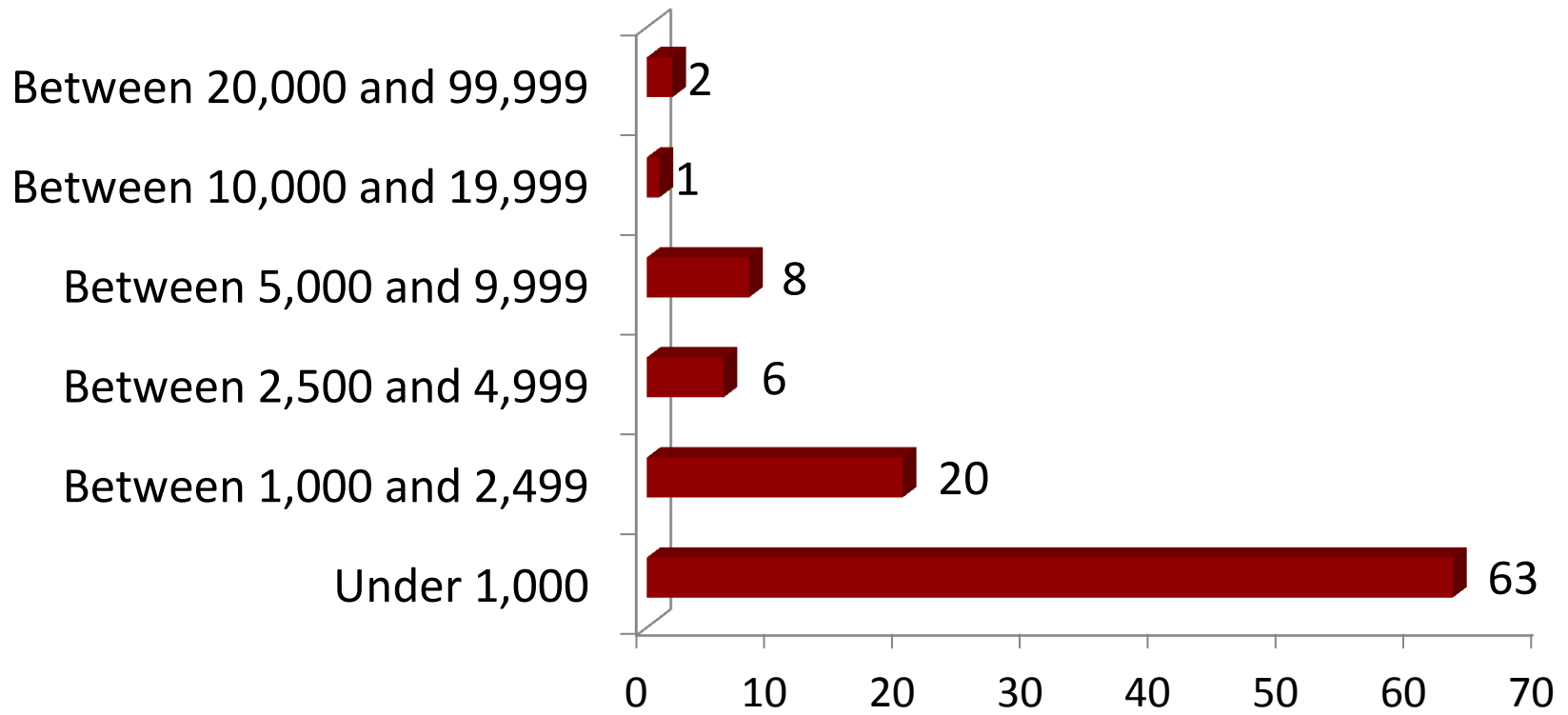
- Online survey distributed to 362 members via email
 - 144 responses (40% response rate)
- Paper survey mailed to 22 members
 - 1 response



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Population of Area Served





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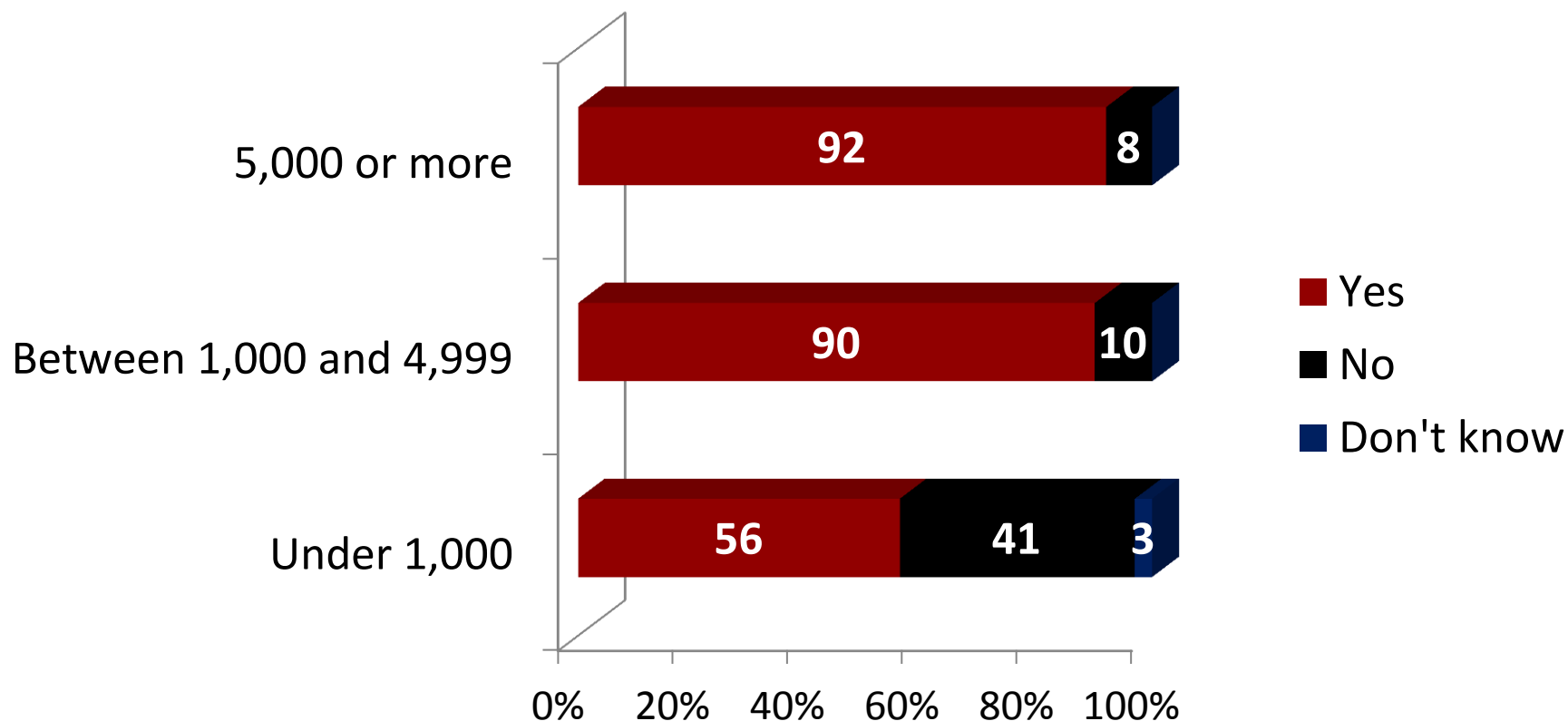
TECHNOLOGY USE



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Have Website

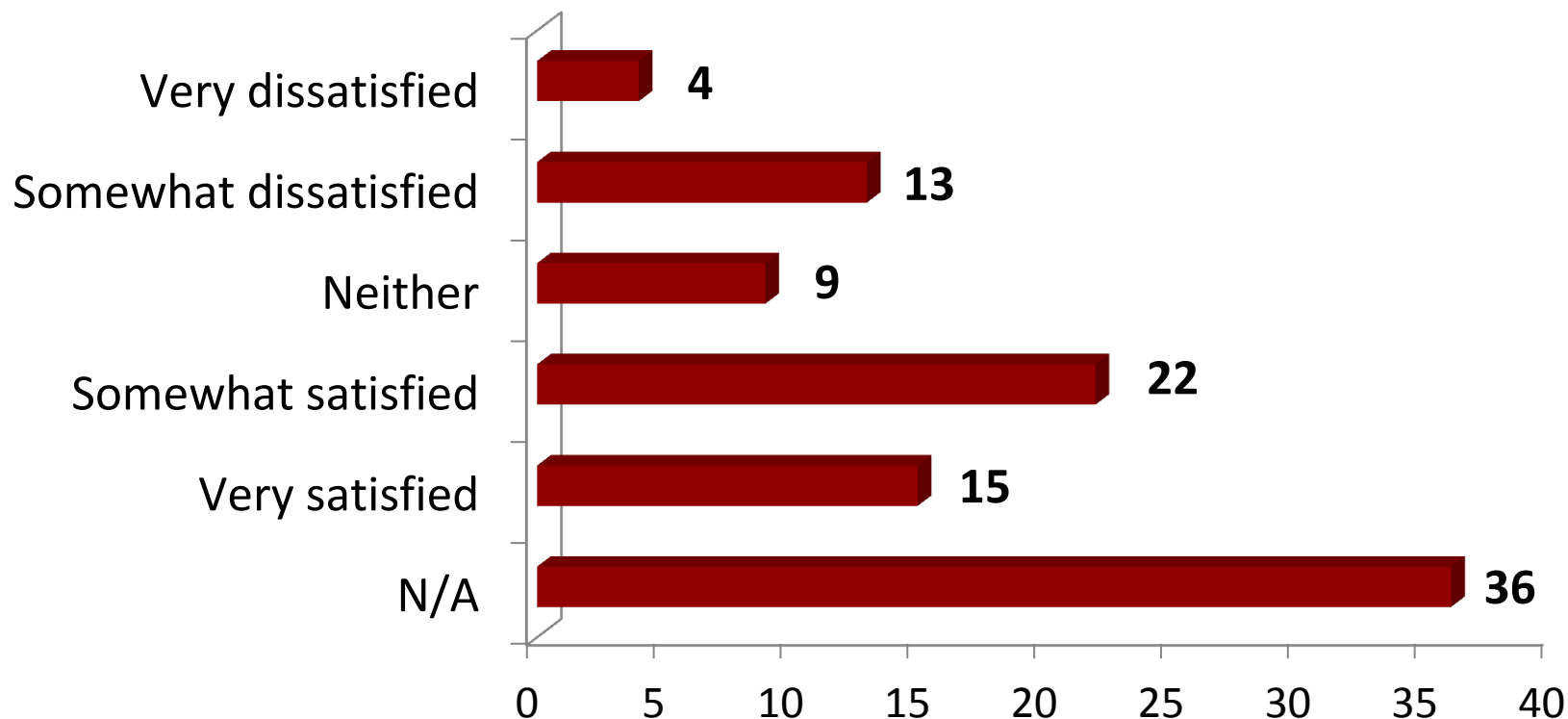




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Satisfaction with Website





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Comments about Website

- Majority want to see improvement or are improving (82%). Areas would like to see strengthened –
 - Content
 - Maintenance
 - Technical support –
 - Ability to update
 - User friendly updates



64 individual comments re the website with 85 themes tracked (a person may have shared more than one topic area)



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Sample of Comments -

We hired out to have the website rebuilt. We went active and it still isn't finished...information and options I want to see added.

Better website, with tools to take payment and easily update

Clerk doing the work on her own time and at her own expense.

Not properly trained on how to change information and add information.

It is not user friendly...office staff cannot update it. We cannot add information on a regular basis, like agendas, minutes, ordinances, etc.

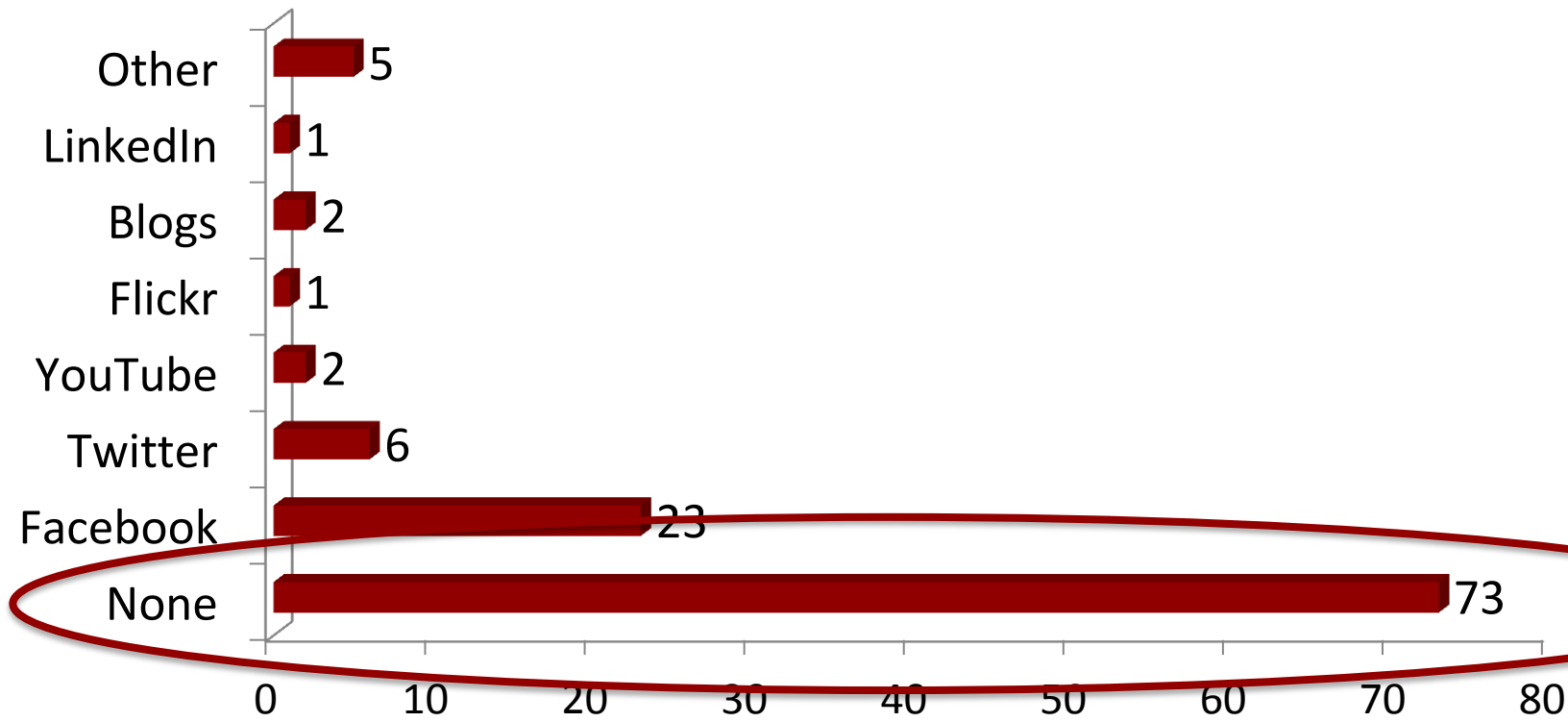
Our community has a website. I don't have time to manage one.



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Social Media Tools Used

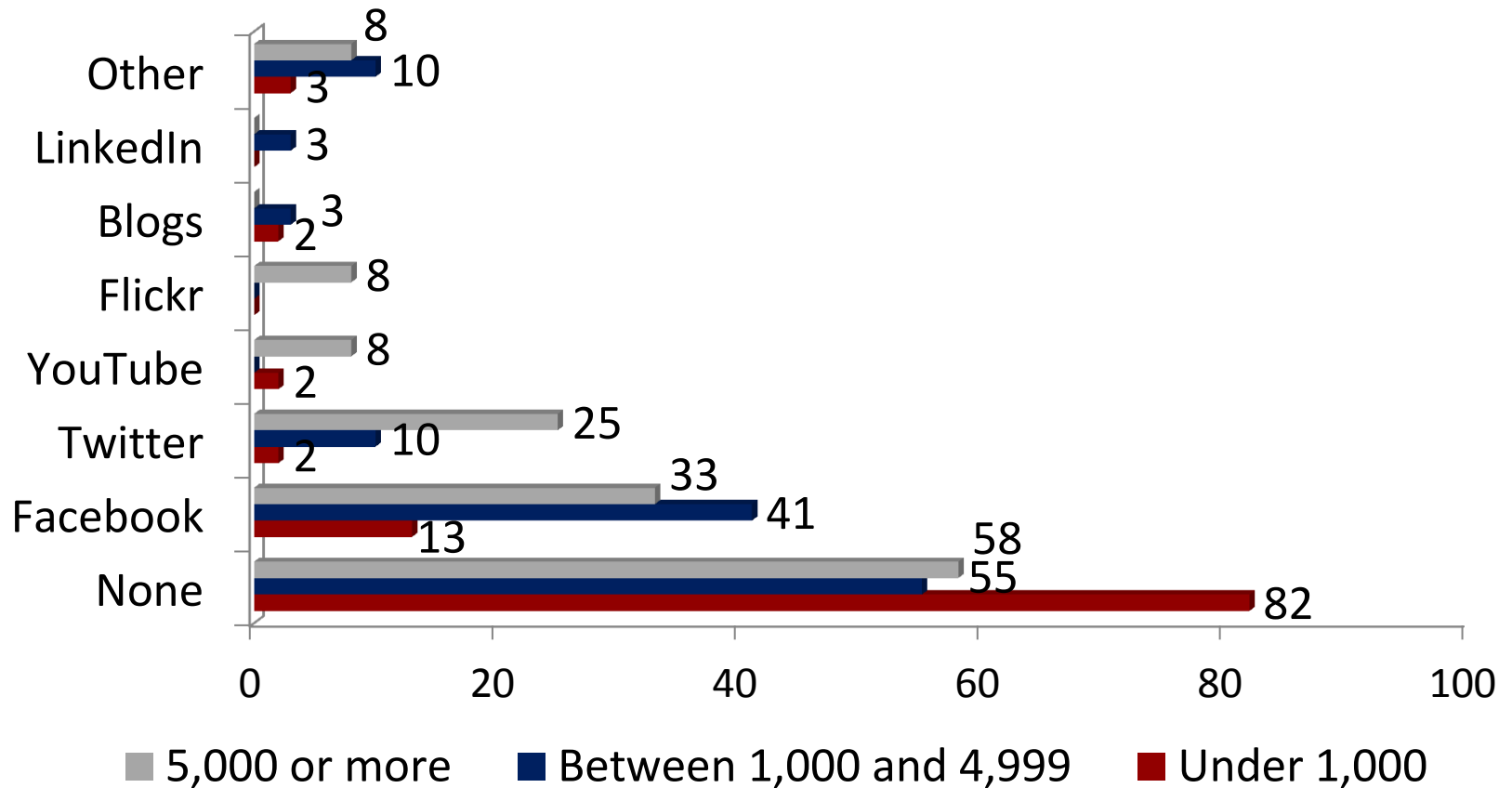




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Social Media Use by Community Size





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Satisfaction with Internet Connection Speeds

Upload speeds

- 76% fast enough
- 15% average, but not quite fast enough

Download speeds

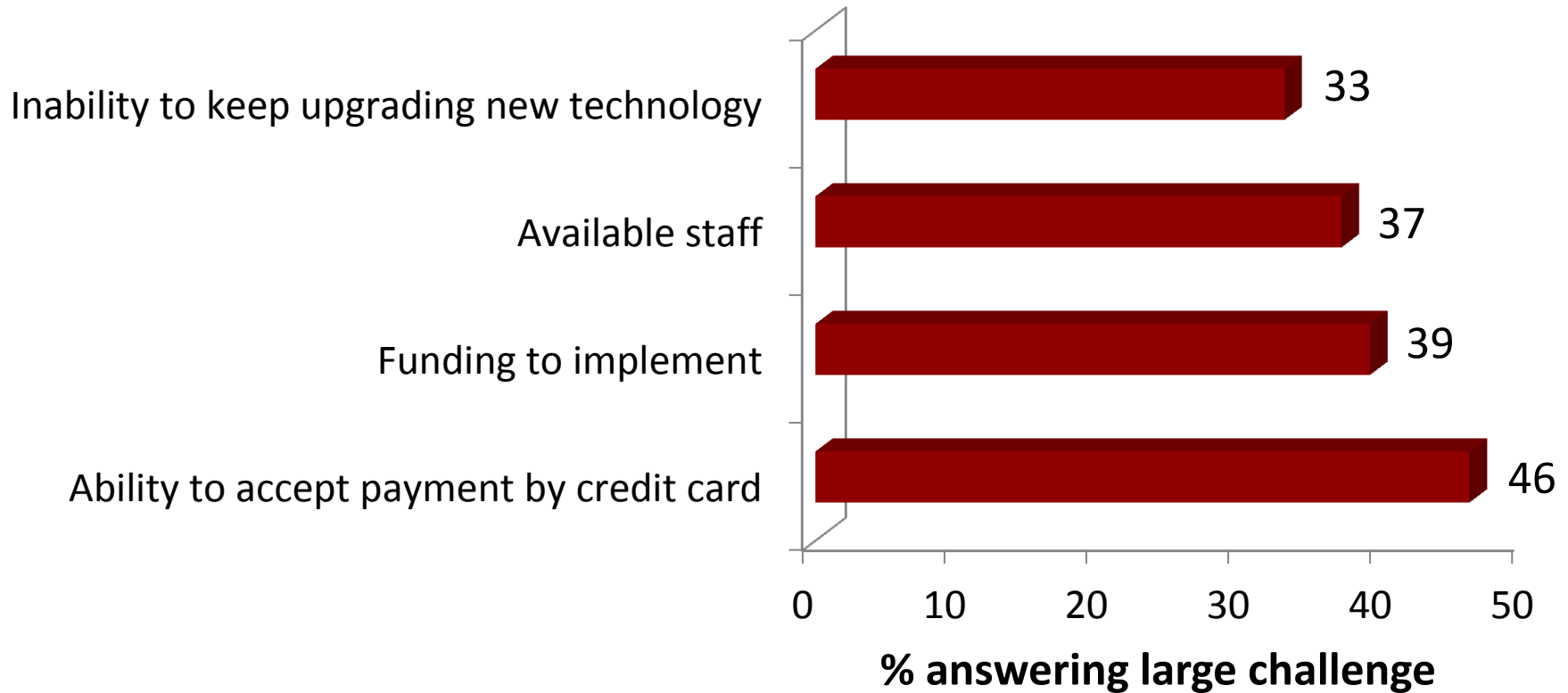
- 80% fast enough
- 12% average, but not quite fast enough



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Challenges to Moving City Government Services to Internet





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Challenges by Community Size

Under 1,000

- Ability to accept payments by credit card (56%)
- Inability to keep upgrading new technology (40%)
- Funding to implement (40%)

1,000 - 4,999

- Available staff (50%)
- Funding to implement (39%)
- Inability to keep upgrading new technology (35%)

5,000 or more

- Funding to implement (42%)
- Ability to accept payments by credit card (36%)
- Available staff (25%)

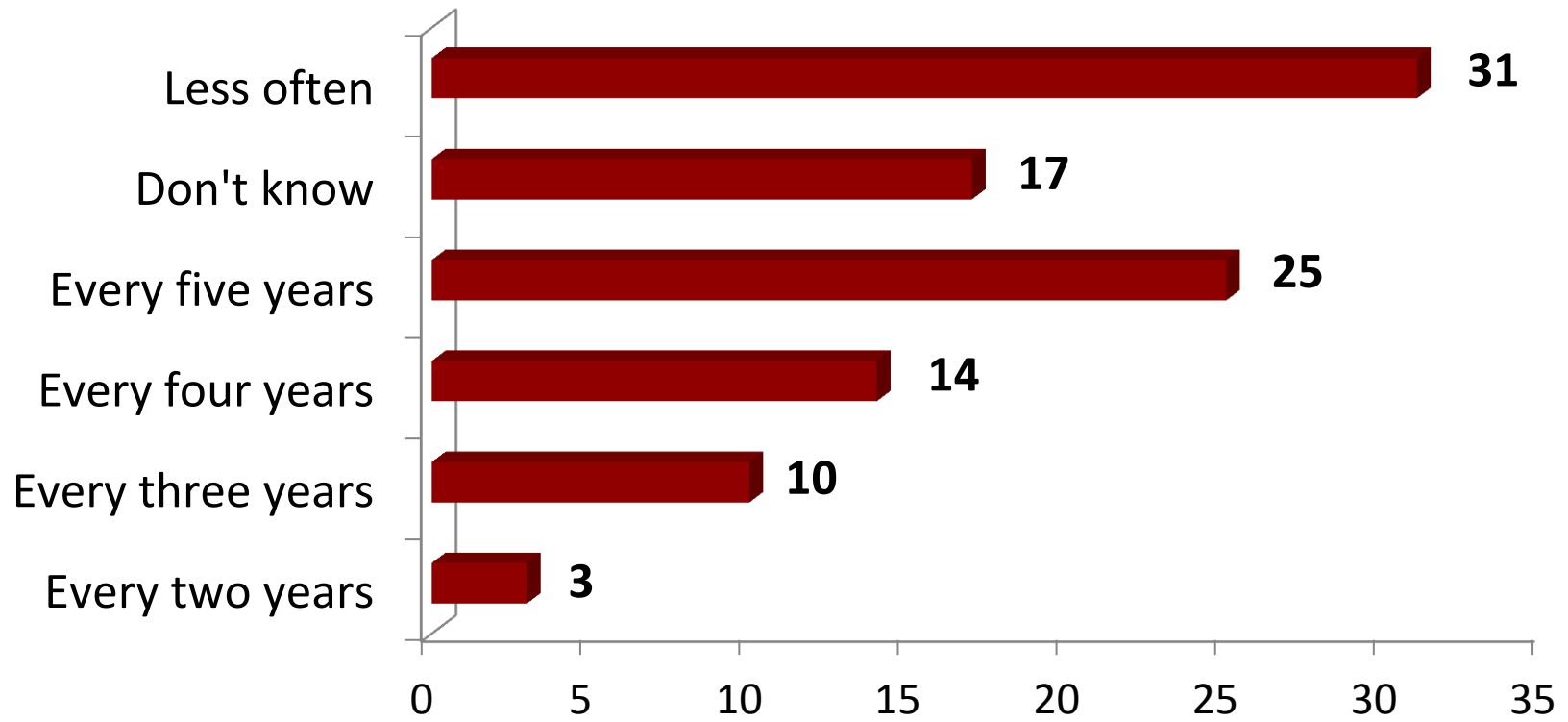
% answering large challenge



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Frequency of Replacing Computer

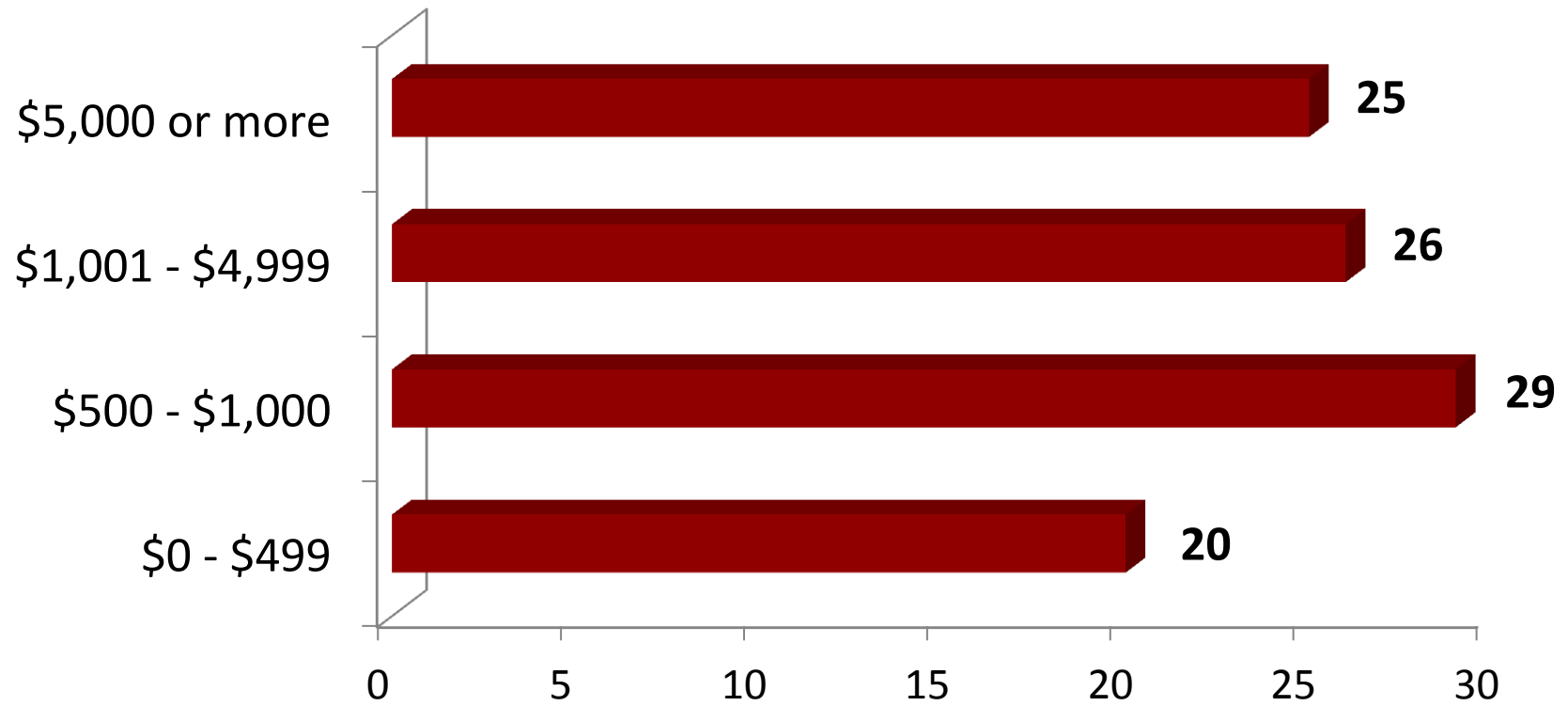




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Annual Budget for Information Technology





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Information Technology Support Provider





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What Will Help Drive Utilization?

- Adoption (52.8%)
 - Education
 - Resources – time/people
 - Return on investment
 - Software Updates (including paying bills)
- Availability (6.9%)
 - 55% desire more
- Affordability (20.8%)
- Unsure (11.1%)

66 individual comments with 72 total comments (some individuals identified more than one theme).



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Sample of Comments -

Additional staff to help with work load and then also budget concerns to help pay for that position

High speed internet access at affordable cost

Funds needed in order to retain updated technology.

Better uninterrupted internet service.

Better bandwidth and better technical assistance.

We need to identify what technologies are cost effective and beneficial to our processes.



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PERCEPTIONS OF TECHNOLOGY IN COMMUNITY



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Economic Development Plan Currently or Will Be Incorporating Broadband

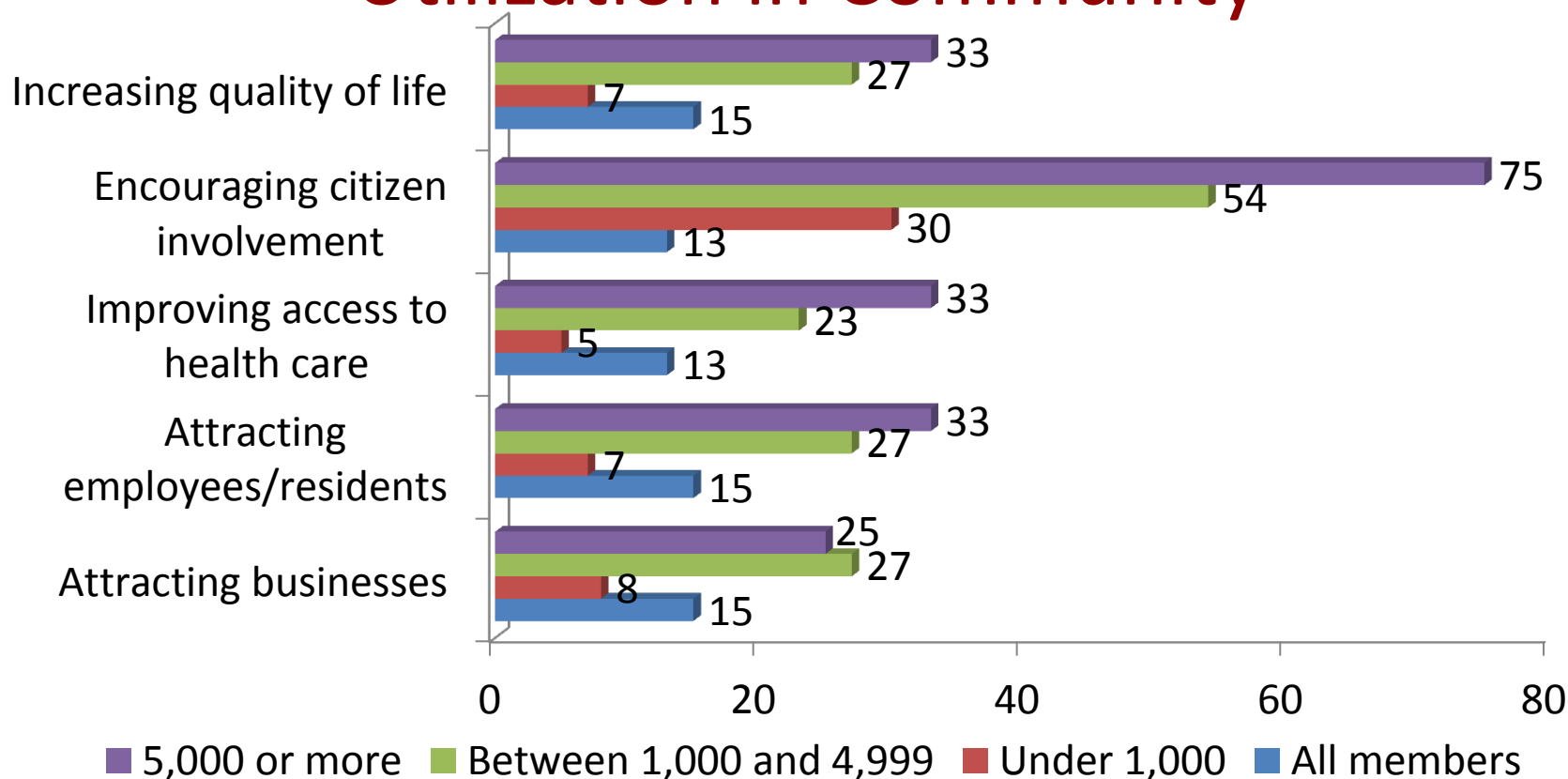
- 9% of total respondents
 - 3% population under 1,000
 - 14% population between 1,000 and 4,999
 - 25% population of 5,000 or more



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Perceived Effectiveness of Broadband Utilization in Community





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Belief that Access to High-Speed Internet Services is Accomplishing Various Items

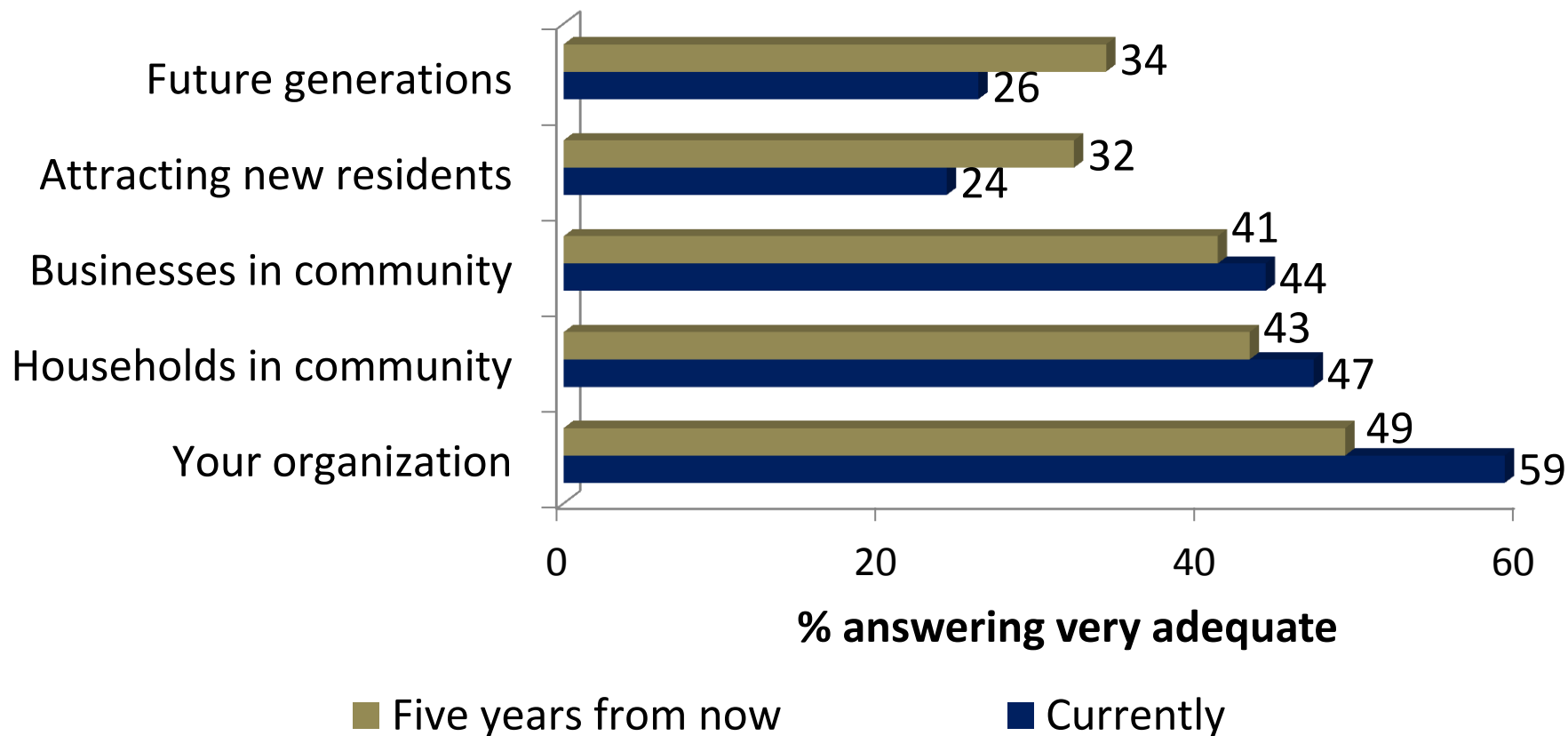
- Staying in touch with family/friends (93%)
- Accessing financial services (82%)
- Reaching higher education levels (79%)
- Getting health information (72%)
- Community and emergency alerts (72%)
- Finding a better job (70%)
- Improving job skills/professional development (68%)
- Starting a home-based business (58%)
- Transitioning to a new industry or profession (57%)



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Perceived Adequacy of Internet Services

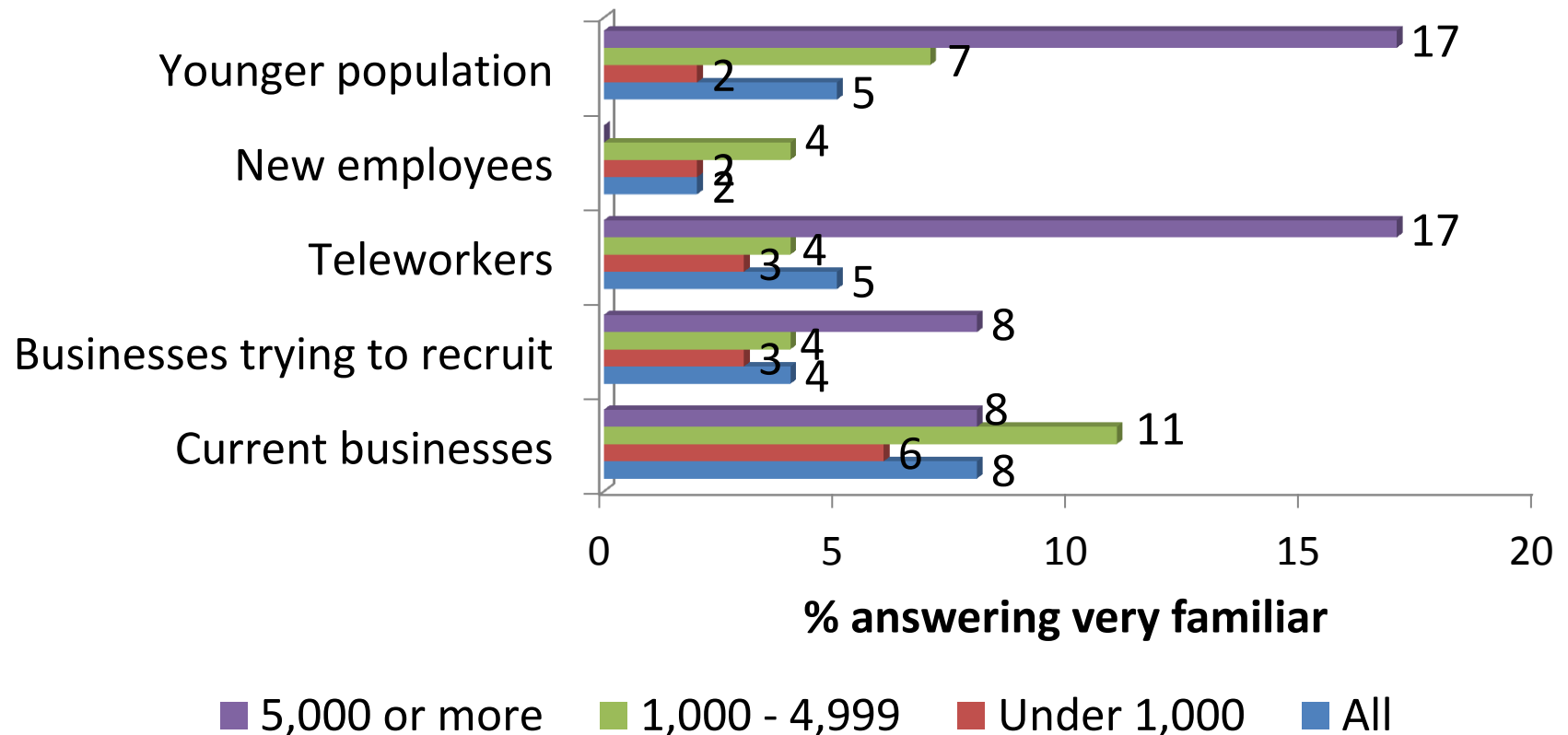




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Familiarity with Internet Service Needs





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Most Economic Benefits to Business in Late Adoption Applications

Fast/early adoption	Access government Electronic document transfer Accessing collaborative tools Research by staff Website Teleworking
Late Adoption	Selling goods and services Rich media or service creation Deliver services and context Social networking

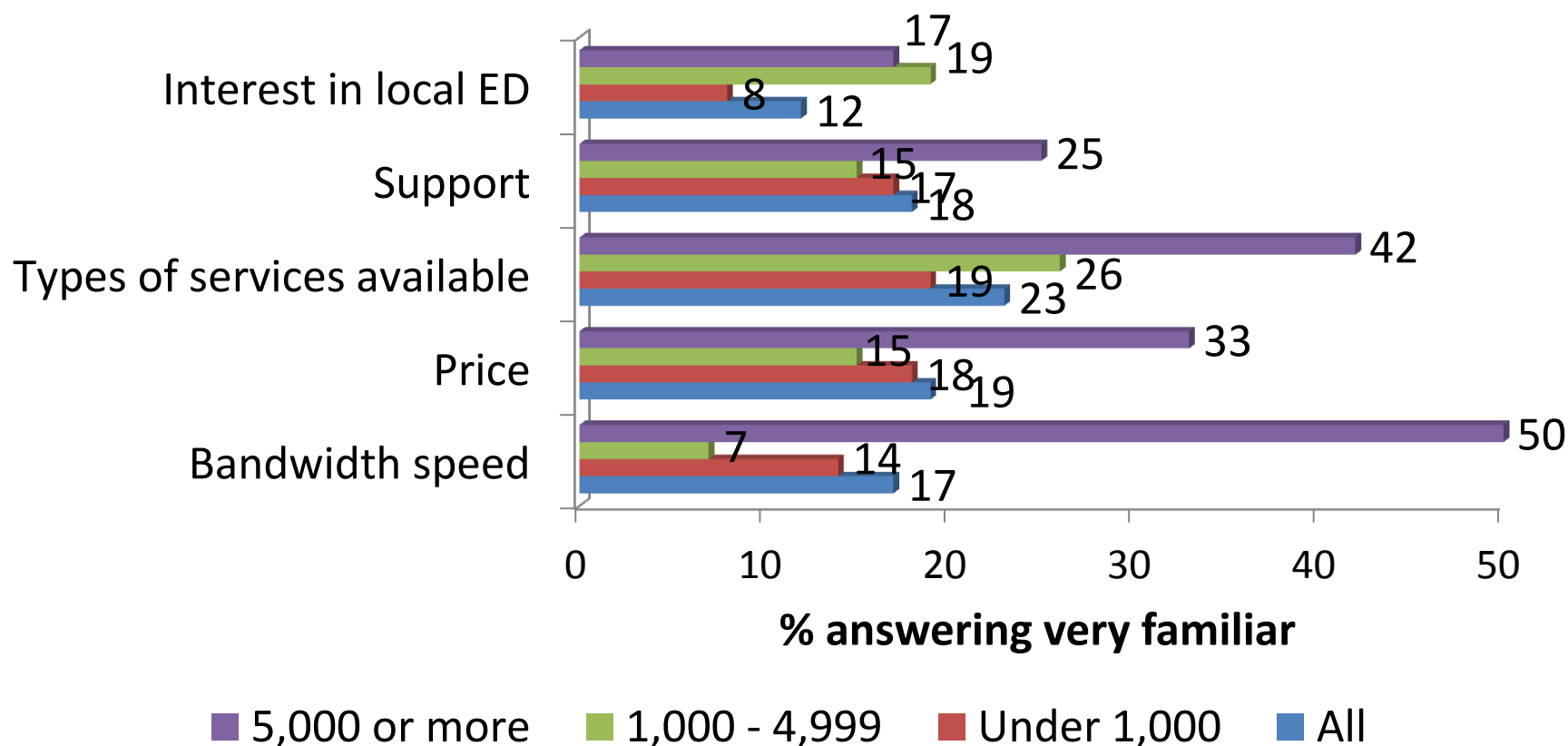
Source: Strategic Networks Group – sngroup.com/research-library/



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Familiarity with Internet Offerings and Services

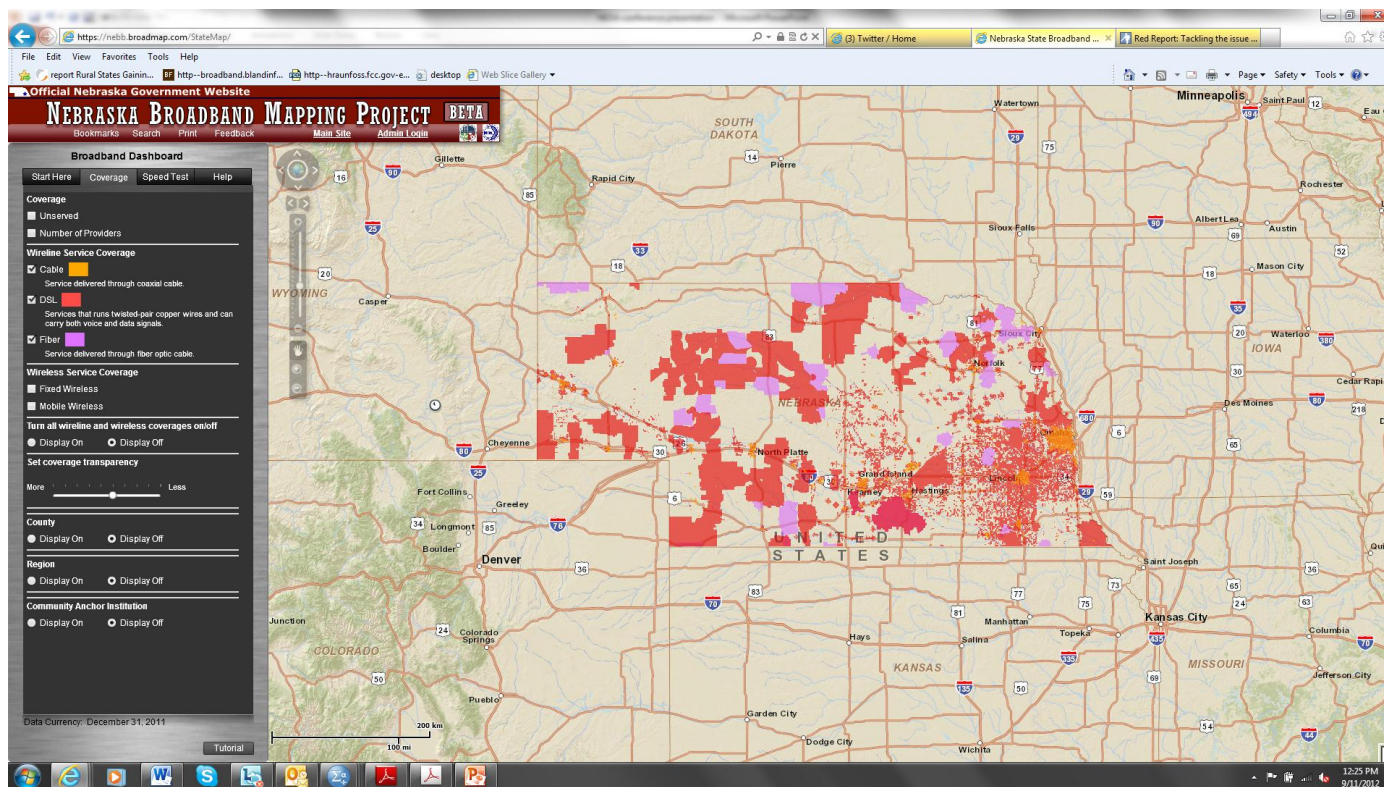




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Where Can I Find What is Available?



broadband.nebraska.gov



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Priority Areas

- Adoption (27.3%)
 - Education
 - Update website
- Availability (34.1%)
- Affordability (13.6%)
- Not a priority (25%)

- Best Practices --
 - Setting Priorities

Updating the website ability to pay utility bills on-line more items available on the website

Better supply technology. Better education on how to use it. More education on its potential benefits.

Money, Trained service professionals , Human resource – staffing

Our IT budget is less than 1/2 percent of operating budget.

Fiber Optic Accessibility, Fiber Optic Accessibility, & Fiber Optic Accessibility



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Questions on Survey Results?



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Let's Talk....Your Insights

When you think of your community government office what do you believe are the greatest opportunities to utilize high speed Internet to achieve economic growth/sustainability?

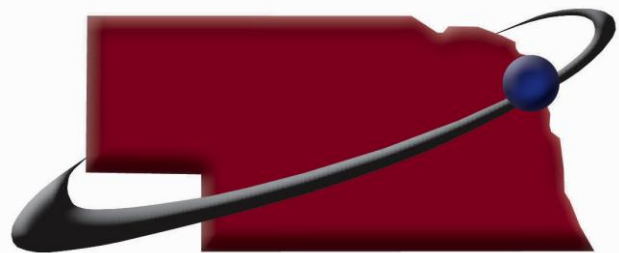


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Let's Talk....Your Insights

What challenges/barriers do you believe need to be overcome before broadband is widely adopted?



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Let's Talk....Your Insights

Any words of advice on how to increase broadband utilization and adoption within your region?



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Let's Talk....Your Insights

What are some things you would like to see the League do in the area of technology and broadband?



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Let's Talk....Your Insights

What goals would like to see included in the broadband plan around economic development?



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Let's Talk....Your Insights

Any suggestions for the broadband planning efforts?



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<http://broadband.nebraska.gov>



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